YOU CAN'T HELP INHALING—BUT

YOU CAN HELP YOUR THROAT!

1 All smokers *sometimes* inhale. This brings more smoke into contact with sensitive nose and throat passages and *increases chances* of irritation. But there's plenty of difference between PHILIP MORRIS and other cigarettes! Eminent doctors who *compared the five leading brands*—report that:

2 **THE SMOKE OF THE FOUR OTHER LEADING BRANDS *AVERAGED MORE THAN THREE TIMES AS IRRITANT* AS THE STRIKINGLY CONTRASTED PHILIP MORRIS—AN IRRITANT EFFECT WHICH *LASTED MORE THAN FIVE TIMES AS LONG!* ***

3 You have this *proved protection—added* to finer smoking pleasure—*if you smoke* PHILIP MORRIS! You enjoy the flavor of the finest cigarette tobaccos . . . with never a worry about throat irritation, *even when you inhale.*

NOTE: *Arrangements can be made to send cigarettes to accessible countries abroad. Write Dept 00, Philip Morris & Co., 119 5th Ave., N. Y. C.*

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